

DIAMONDS
Rings... \$8.00 to \$1,000.00
Necklets... \$30.00 to \$800.00
Bargains... \$5.00 to \$100.00
C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond Street.

LONDON OPTICAL CO.
Richmond Street, Dom. Sav. Bldg.
Phone 5120.



SPECIAL FOR SATURDAY, MARCH 12
LADIES' BAG FRAMES
At Half Price

Reg. \$1.00 Frames... 50c
Reg. \$2.00 Frames... \$1.00
See Our East Window for Bargains

W. J. Wray & Co., Ltd.
234 DUNDAS STREET
London's Largest Jewelers.
M. 9, 11, 14

Colored Glasses
should be selected with as much care as other glasses. We carry in stock a complete assortment of the various kinds of protection glasses WHICH ARE SAFE FOR YOU TO USE.
F. STEELE
Optometrist and Optician.
210 DUNDAS ST.

You Can Make a Better Cake

IF YOU USE
SWANSDOWN CAKE FLOUR

It insures against disappointing cake failures and loss of expensive ingredients. The very best for biscuits and pie crust.

70c Package
ONCE USED, ALWAYS USED.

SEVILLE ORANGES
Ready sliced Seville Marmalade Oranges, in hermetically sealed tins. No peeling or soaking required.

\$2.25 Tin
Each tin makes from 25 to 30 pounds of choicest marmalade. Order at once, as our supply is limited.

SPECIAL!
CHOICE SUNKIST NAVEL ORANGES
Sold regularly at 50c per dozen.
Friday and Saturday 39c

ROQUEFORT CHEESE
Genuine French Roquefort
\$1.50 Pound

Oka Cheese... 75c pound
Limburger... 50c pound
Camembert... 40c and 75c tin
Swiss... 40c tin
Philadelphia Cream, package... 25c

ZWEIBACK
Nutritious, delicately flavored toast. Very light, crisp and digestible.
35c Package

ROWAT'S COFFEE
Has made a permanent place in London homes because of its superior quality.
70c Pound

T. A. ROWAT & CO.,
250 DUNDAS STREET.
3051-3052-3053

ANDERSON COAL CO.
Phone 1391.

WINTER SPORTS—ALGONQUIN PARK.

The month of March is one of the best months in the year to enjoy the attractions at Algonquin Park. Winter sports are at their height, and the Highland Inn is the centre of a happy and congenial coterie of guests. Make your reservations early, as accommodation is limited. Further information or booklet from any Grand Trunk Agent, or write S. T. Clarke, manager, Highland Inn, Algonquin Park, Ont. M.1.3.5.7.9.11

Don't throw your old carpets away, they make new Velvetex Rugs. Send for Velvetex pamphlet. Canada Rug Co., London.

Ultra Smart Spring Footwear
Gathered together from the world's best makers now on exhibition in our windows. To be sure of correct styles buy your footwear at

Cook's Shoe Store

TIME TO RETIRE!
Yours For Tires

CLINGER
LONDON'S RUBBER MAN,
346 Dundas Street, east of Waterloo. Phone 5124. EXV

\$5
DOWN ON
WALTHAM OR
ELGIN WATCHES
Balance Easy Terms.
374 RICHMOND
GREEN, Jeweler. STREET. EXV

COAL

Why should you fill your cellar with coal that you are not certain will burn, or if it does burn, will not give heat or satisfaction, when you can get **PREMIUM** coal at a slight advance in price over the ordinary anthracites? This coal costs more per ton, but what of that, when it gives you more heat per pound; in other words more heat per dollar? We have estimated that this coal will cut your fuel bill 18 per cent.

ANDERSON COAL CO.
Phone 1391.

ORTH'S NEW PRICE SALE

Is Setting the Pace for Men's Apparel In London

BUY YOUR EASTER SUIT, TOPCOAT, HAT OR CRAVAT SATURDAY AND SAVE FROM 25 TO 50 PER CENT OFF ORIGINAL PRICES—Every Article We Sell Is Guaranteed to Wear, or You Get Your Money Back.

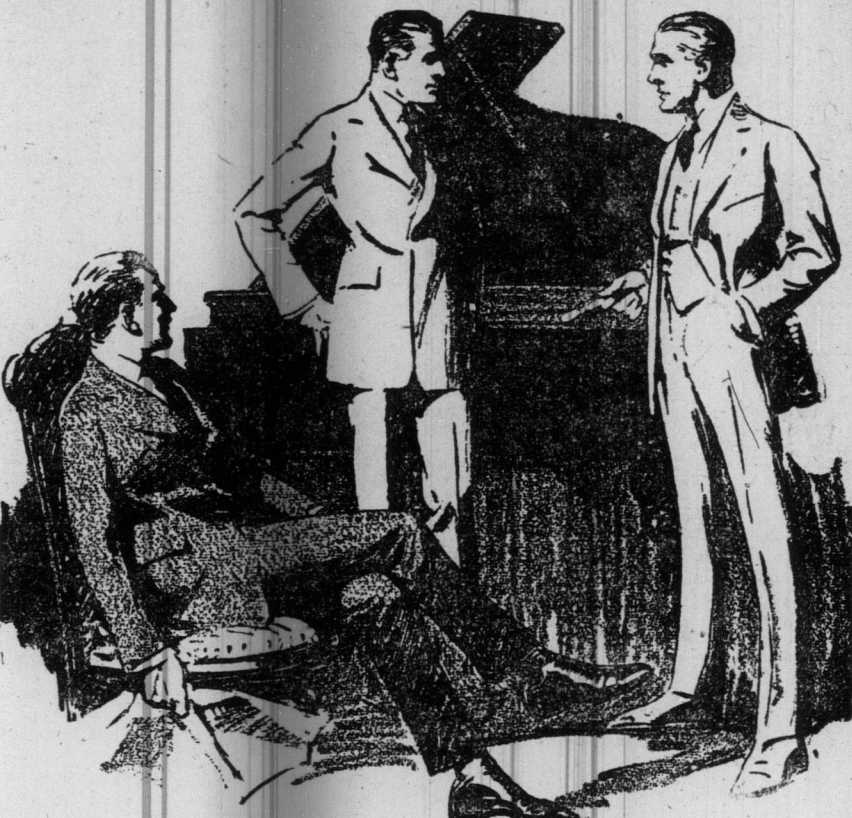
Our Greatest Offer to Men

is Hobblerlin Custom-Tailored Suits less 33 1-3 per cent. On Saturday and the following days for one week, this being previous to Easter, we will have a special feature showing of the new spring Hobblerlin models, and also many suitings of very high grade not usually carried in stock; consequently, this affords you the best selection we have ever offered. And just think of the 33 1-3 per cent discount you are to receive! Here is how you pay less for these, the highest-class tailored garments in Canada, than the custom tailor can offer you:

SUITS and TOPCOATS

Reg. Price	33 1-3 Off Saves You	Price You Pay	Reg. Price	33 1-3 Off Saves You	Price You Pay
\$45.00	\$15.00	\$30.00	\$65.00	\$21.67	\$43.33
\$50.00	\$16.67	\$33.33	\$70.00	\$23.34	\$46.66
\$55.00	\$18.34	\$36.66	\$75.00	\$25.00	\$50.00
\$60.00	\$20.00	\$40.00			

This is truly London's greatest offer in high-grade custom-tailored garments for men. Remember, we could get lower-priced tailored garments and give you free pants and not expect to ever sell you a second suit, but we would much rather sell you with a guarantee of satisfaction, and give you a suit of clothes worth coming for, without any worthless inducement of free goods. Do you not know that the cheapest article you ever bought because it was cheap only always gave you the poorest service, and your money was always thrown away? Wear Hobblerlin Custom-Tailored UNION LABEL Clothes, sold by Orth, and become acquainted with absolute clothes satisfaction.



New Spring Arrivals in Hart's Ready-to-Wear Clothes for Young Men and Dad at \$29.50, \$39.00 and \$45

Exclusively sold in London by Orth. We can safely guarantee these Smart, High-Grade Ready-to-Wear Suits, as this is our third season for selling these clothes. They are sold under a guarantee of satisfaction or four money refunded. This is how the clothing department is grouping these clothes:

FIRST—In the range of new blue and white hair-lines and brown and white maroon stripes you will find the Astor, Corfix and Duncan at... **\$29.50, \$39.50**

SECOND—In the plain shades of grey, navy and English worsteds you will find the conservative models of Lenox and Poxton at... **\$29.50 to \$45.00**

THIRD—In the young men's sport garments you will find large checks, neat black and white checks, olive and fawn shades of materials, in the models known as Ivers, Hunter and Jazz, at... **\$29.50 to \$39.50**

Every suit is of new spring lower priced quality, of the finest tailoring known and of the best materials.



A Sale of Shirts

---By Orth---

Who wants real old-timers for value and good materials? 1,000 shirts on sale Saturday morning at 8.30. Values up to \$3.50 and \$4.00 in the past year are in this sale at... **\$1.87**

2,000 shirts, really the finest in our shop, some silk fronts and cuffs, others are fine percale, Scotch woven materials and English prints; all are fast colors; sizes 14 to 18. Buy your entire summer requirements Saturday. **\$2.87**

Values to \$5.00 at, each

TWO FOR \$5.75.

NEW SPRING TOPCOATS

Made in England

We are fortunate indeed to have such fine coats to offer to our London and vicinity men, as these are all hand-made, truly not common among buyers during the past three years of gabardines and spring topcoats. Here you are at last! Go to them, **\$18.50 to \$32.50** men! They are priced right.

A New Easter Hat for Dad

Would you buy him a really good fast-color hat that sold for \$9.00 at \$4.95? Well, here is your chance. On our second floor we have on display 550 hats, bought from several hat makers at a great loss. They are new shapes, and are here in all colors, black, grey, green, brown and navy, sizes 6 1/2 to 7 1/2. Values to \$9.00 **\$4.95**

Sold only Saturday.

A Real Treat in Socks

Fine Cashmere Socks at two pairs for \$1.10. These are Mercury and Penman makes, with spliced heels and soles, in black, natural, white and tan; regular \$1.00, at pair... **59c**

TWO PAIRS \$1.10

Mr. Workingman---Look Here!

Orth's good news is for you. Watch us get your trade. We are now opening a department for you only, and right at the opportune time, when we are able to buy right. You will save if you buy here.

THE BEST SANDOW WORK SHIRT, sold in town at \$2.50. Our price is \$1.59, or two for \$3.00. Take your pick of grey, khaki, black and blue; very heavy materials, are full sizes and guaranteed, 14 to 18 sizes. **\$1.59**

TWO FOR \$3.00.

KITCHEN'S UNION LABEL OVERALLS AND SMOCKS at \$1.95 each; sold in town at \$3.50. Here in blue stripe and black and blue stripe cloths; all sizes. Sold Saturday only **\$1.95**

SHOP CAPS, with mica peaks, at... **59c**

BLUE AND RED HANDKERCHIEFS at... **29c**

SUSPENDERS, regularly sold at \$1.50, at pair... **79c**

COMBINATION KHAKI OVERALLS, Kitchen make, at, suit... **\$4.95**

NOTE—WATCH US FOR ODD PANTS SPECIALS

Saturday and following days we invite you to our shop. We know how to serve you well and to avoid disappointment. We thank you for your past kind patronage, and wish to announce that our business this 1921 is ahead of that for the year 1920, which was supposed to be the biggest in our history. But we are growing so rapidly, and yet so soundly, that we can beat 1920. We are going to buy and sell to you men's wear that will do it.

ORTH, LIMITED

Corner Dundas and Clarence Streets

The Purdom Hardware

124 DUNDAS STREET.

PHONES 2800-2801

QUALITY AND SERVICE.

March Sale In Full Swing

Another shipment of Enamelware just arrived, which is being sold at "Second" prices. Get your supply now. It will pay you.

Call On Us For a Demonstration of the "Blue Bird" Electric Washing Machine

A washer that will work the dirt out of the cuffs of shirts is some machine. We have it. It is called the "Blue Bird." Sold on easy terms.

The Chi-Namel GRAINING PROCESS

By these simple operations anyone can apply beautiful hardwood effects over old soft wood or previously finished floors, doors, woodwork and furniture. Washable; heatproof; looks and wears like real hardwood finish. Costs about 3 cents per square foot. Directions on each can. Learn to grain in 5 minutes at

THE CHI-NAMEL STORE IN LONDON.

where you are assured courteous interest and will find Chi-Namel quality-finishes for everything in the home, all made of self-curing, water-proof, Chinese Oil by our secret process. Guaranteed for service and easiest for amateurs to apply.

GRAINING TOOLS TO DO THIS WORK ONLY 60c SET.

We are also agents for the celebrated Brandram-Henderson English Paint. Once used, always used. Save the surface and you save all.

The Purdom Hardware Co.

124 DUNDAS STREET.

PHONES: 2800-2801